

1936.

Department of Excise

OFFICE of Coventry

STATION Nassau

R No. 2604

AGN.

Dated

14-11-36

Deerby C

29. (E)

Pages in the file

DESPATCHED
11 NOV 1936

ONE
16/11/36

(SUBJECT.)

Cornbury spirit - sold in sealed bottles.
Cornbury spirit - sold in sealed bottles.
white bottles - sold in sealed bottles.

Sugar & Spirit Dept

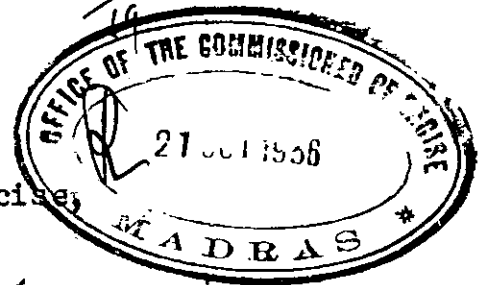
The East India Distilleries & Sugar Factories Ltd.
(INCORPORATED IN ENGLAND)

FARRY & CO., LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:-
"DISTIMULO"

Madras, 17th October 1936

ABKARI
15-176

OUR REF



The Secretary to the Commissioner of Excise,
Chepauk,
MADRAS.

Sir,

Country spirits - sale in sealed bottles - South
Kanara District - Use of white bottles
-*-

We have the honour to acknowledge receipt of your letter
C.R.No. 10943 Abkari dated the 24th ultimo. M-21-22 (I)

One of the original reasons for using black bottles was
that we could purchase these cheaply in the secondhand bazaar
in Madras.

We are quite willing to use white bottles if you consider
it advisable and likely to increase sales but we regret that second-
hand white bottles of a suitable size are more expensive to pur-
chase locally and we therefore should be unable to use these if our
existing margin of Rs.0-2-6 per pint bottle is not increased.

If we use white bottles, we should require 3 annas per
pint bottle.

We shall be pleased to receive your ruling.

We have the honour to be,
Sir,
Your obedient servants,
for FARRY & CO. LTD.,

MANAGER
MANAGING AGENTS.

TGA/SP.

DRAFT FOR APPROVAL

Enclosures.

Despatch No. \

When given to fair copying

Fair-copied by *4/2/36*Fair-copy compared by *2/2/36*

When despatched

Office.

Register No 15176 *4/2/36*From *Woods (Hany Co. Letter 9/12/36)*

Subject.

*Country spirit-sale in sealed
boxes in various parts of the
C. M. district. See of
To the office.*

TRA

Ref:

*Woods (Hany Co. represents
a second hand white
thru black bottles
which are ^{thin} black bottles
which are ^{very} cheap
and a number of 30s for fine
white to brown but of different
quality. If they are required
to see white bottles. Under the
printing code the mark is also
the 1/2 is 2 1/2 in. in black
but the 1/2 is 1/2 in. of
6 to 8 bottles, which is subject
is similar to the 1/2 in. in black
and is to spot color with
the white. The 1/2 in. is not
printing ~~on each bottle~~ returned*

in fact, they will not be
able to use while bottles need
for ~~reimbursement~~ ~~margin~~ of $2\frac{1}{2}$ %
or less.

They ~~cannot~~ raise the

rate of ~~repayment~~ ~~work~~ in

proposed to raise the rate

of ~~repayment~~ ~~return~~ ~~empty~~

bottles in case they are allowed

a margin of 3 as for first bottle in
white.

REC

~~Done~~
31-10-11

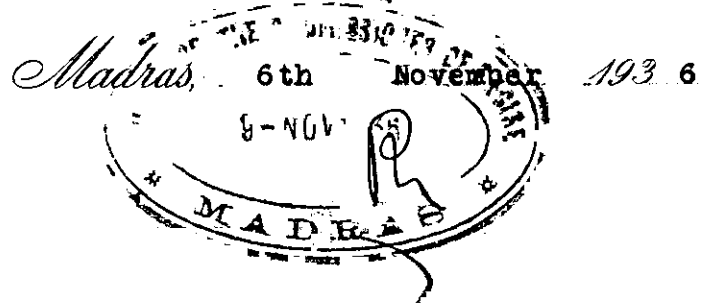
By ~~James~~

6

The East India Distilleries & Sugar Factories Ltd.
(INCORPORATED IN ENGLAND)

PARRY & CO., LTD.,
MANAGING AGENTS.
TELEGRAPHIC ADDRESS:
"DISTIMULO"

OUR REF



16316

The Secretary to the Commissioner of Excise,

Madras.

John. m. m.

Sir,

Sale of Spirit in sealed bottles.

With reference to your Memorandum No. C.R.15176 of 31st October 1936, we have the honour to inform you that we are agreeable to raise the rate of refund to one anna on returned empty white bottles in case we are allowed a margin of 3 annas per white pint bottle.

11

We have the honour to be,

Sir,

Your obedient servants,
for PARRY & Co. Ltd.,

Manager
MANAGING AGENTS.

CVM

CR. 15176 4/36-4.

Country Spirit. Sale in sealed bottles.

Certain parts of the S. Mearns district

Use of white bottles.

(1) C. memo to Messrs. Perry No. of 24. 9. 36

+ From Messrs. Perry No. letter of 12. 10. 36.

Submitted.

1/67-68 (E)

Originally the extra sale allowed to the
Contract Supplier towards cost of bottle,
cost of labour, filling, labels etc. was
2/- 3/- per bottle. This was subsequently
reduced by the Coy. to 3/- per bottle and
finally to 2/- 6/- per bottle to stimulate the sale
of brandy. It is noted that 6/- is paid by the
Coy. on every empty bottle returned intact.

1/68 (H)

Messrs. Perry No. now represent that as
second hand white bottles are better the
allowance for cost of bottle etc. should be raised
to 3/- 6/- per pint bottle in order that the brandy
may be sold in white sealed bottles. The
demand for brandy in sealed bottles is
very poor and this is attributed to the
comparatively high cost of bottled liquor. It
does not appear advisable to increase the
existing allowance of 2/- 6/- per pint bottle.
The Coy. may perhaps be asked again.

whether they want ~~surroundings~~ ^{also} existing
 sale, in the white ~~with~~ of it that is not
 possible the ~~under~~ ^{may} ~~perhaps~~ ^{be} dropped
 for ads

11/26/36
 Mrs
 W. W. B.

They have not said
 what amount they
 will refund on an empty
 bottle returned. It is $\frac{1}{2}$ anna
 now. They may be
 asked in view of the
 add. value they will get
 for returned empties whether
 they can ^{not raise} ~~raise~~ the
 existing rate of refund
 Proposed.

Six,

A draft is submitted ---

11/26/36
 Mrs
 W. W. B.

Proposed

Reson Pary Co. Letter of 6.11.36 +
 Submitted.

The ~~have~~ ^{are} ~~before~~ ^{agreed} to raise the rate
 of ~~1.00~~ ^{1.00} from self ~~and~~ to ~~1.00~~ ^{1.00}
 on returned empties if it ~~is~~ ^{is} in use
 they are allowed a ~~1.00~~ ^{1.00} of ~~1.00~~ ^{1.00} per

the ~~1.00~~ ^{1.00} of each. For ads which

They may be asked to use white bottles on their conditions

11/26/36
 Mrs
 W. W. B.

Proposed

C

4/11.
 very
 kind
 in the
 help ~~high~~ ^{high}
 sale of ~~advertis~~ ^{advertis}
 11/26

HS

Sir,

A draft is submitted.-----

Pranab

~~12.11.28~~
14.11.29

DRAFT FOR APPROVAL

Enclosures.

Despatch No.

When given to fair copying

Fair-copied by *2/16/11*

Fair-copy compared by

When despatched

Office.

Register No. 15176 *1/26/11*From *Messrs J. & W. G. L. Co., Letter 2, 6.11.11*

Subject.

Country spirit. Sale in sealed bottles. Certain parts of the S. H. H. use of white bottles - ~~not~~ *not* ~~to~~ *to* ~~be~~ *be* ~~returned~~ *returned* ~~empty~~ *empty* ~~bottles~~ *bottles* ~~as~~ *as* ~~per~~ *per* ~~order~~ *order*.

Proposed -

Messrs J. & W. G. L. Co. are allowed at present a rate of 2 1/2 as per pint bottle of Cashew or molasses each over the prescribed issue price to cover the cost of bottle, bottling, etc. A refund of 6 pence is payable by the vendor and the Contract Supplier on every empty bottle returned undamaged and with the original label in tact. By the Contract and the vendor's copy. It has been represented that the Company are using black bottles ~~now used by the Company~~ which ~~and~~ have an identifying appearance. Messrs J. & W. G. L. Co. have expressed their willingness to use white bottles provided they are allowed a rate of

*1/16/11**1/16/11*

1/16/11

1/16/11

Ring 741086

TOP SECRET
W. 938

17 " 14.9.38 Ingleton. MacKinnanz P.C.
Karaikalore.
in Continuation of Co letter
11.9.21 (1) Qr. 10943 AGK & 24.9.36